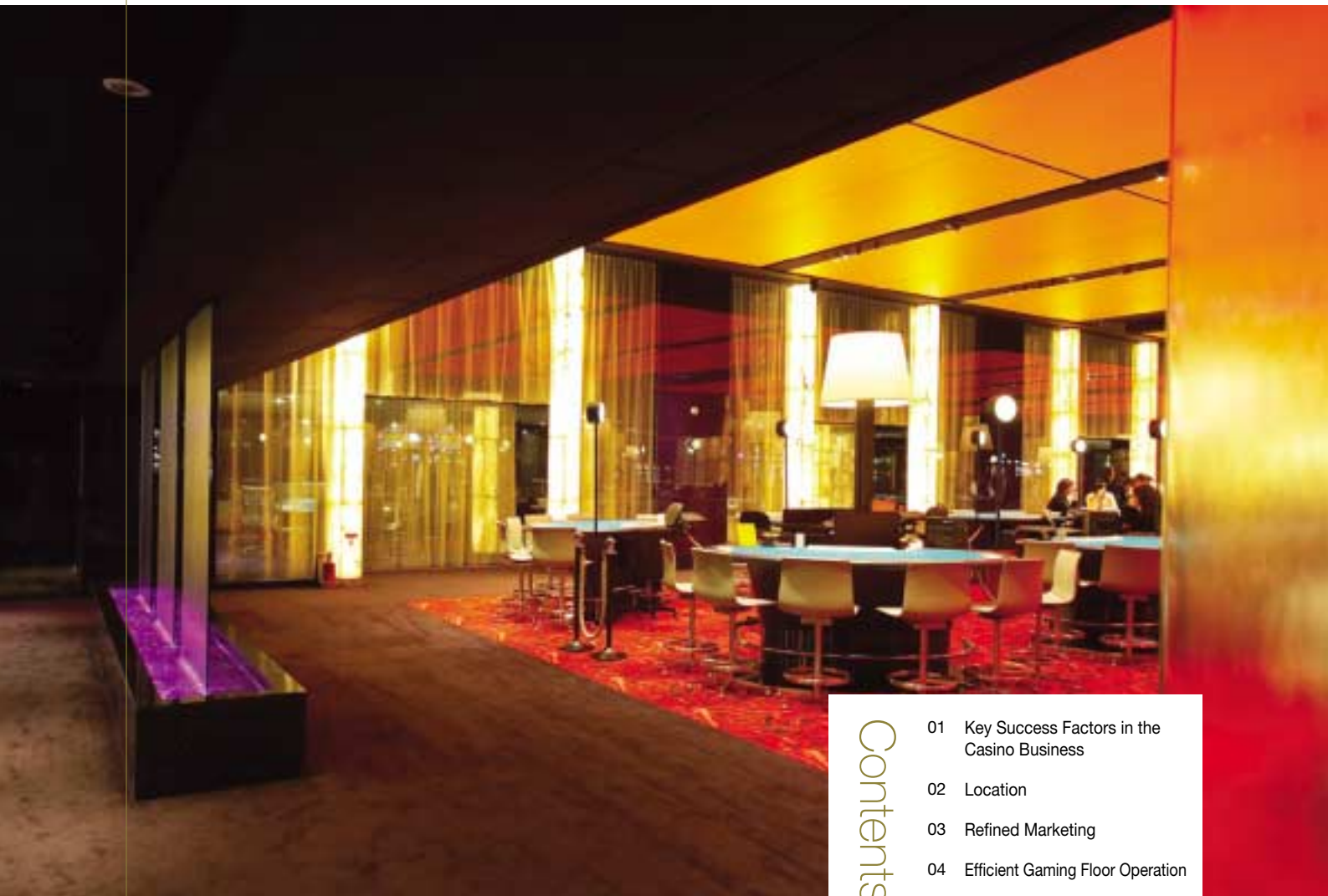


## Superior Competitiveness

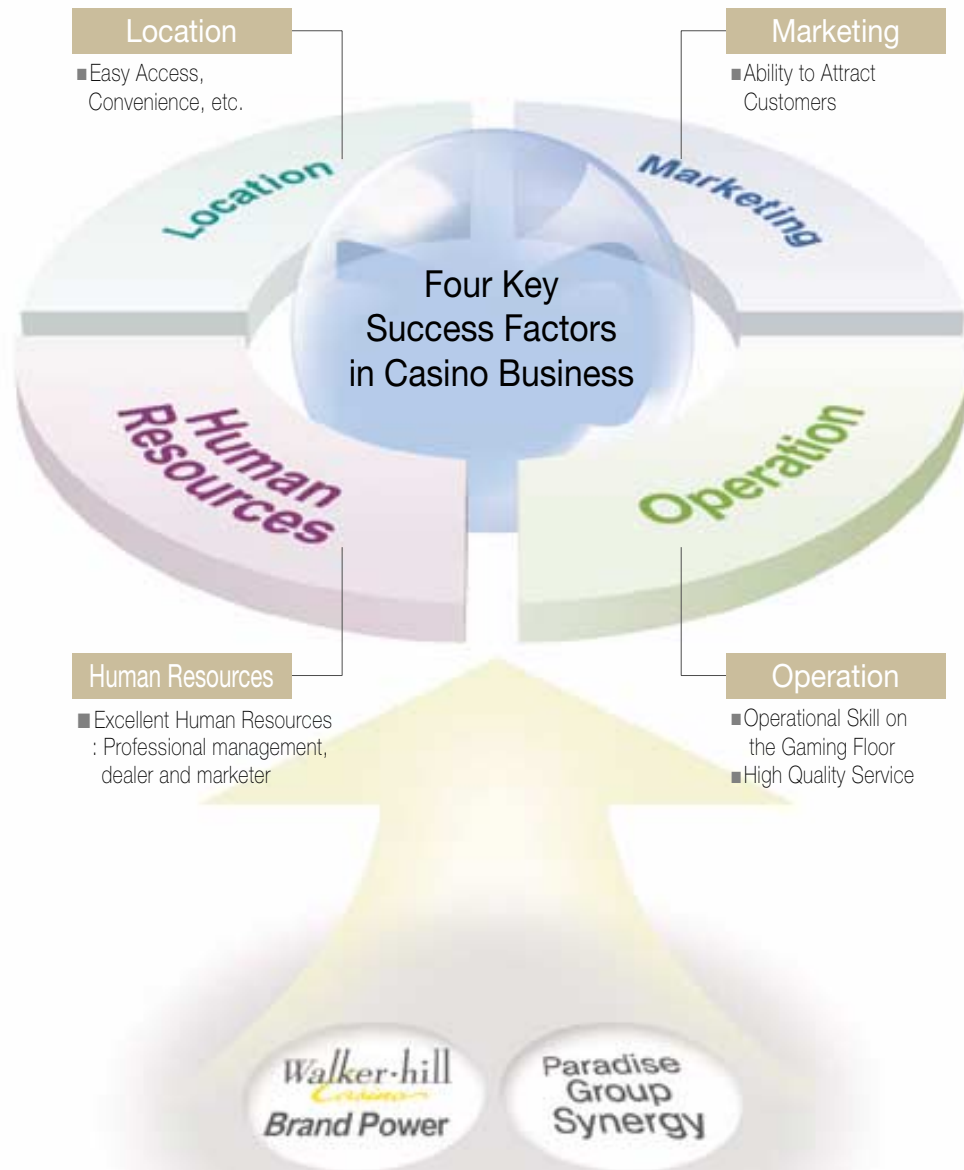
Through "creative management efforts", Paradise is transforming itself based on changes and innovations, and it is growing into a company at the center of the world stage with its forward-looking ideas and dynamism.



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- 02 Location
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 Key Success Factors in the Casino Business

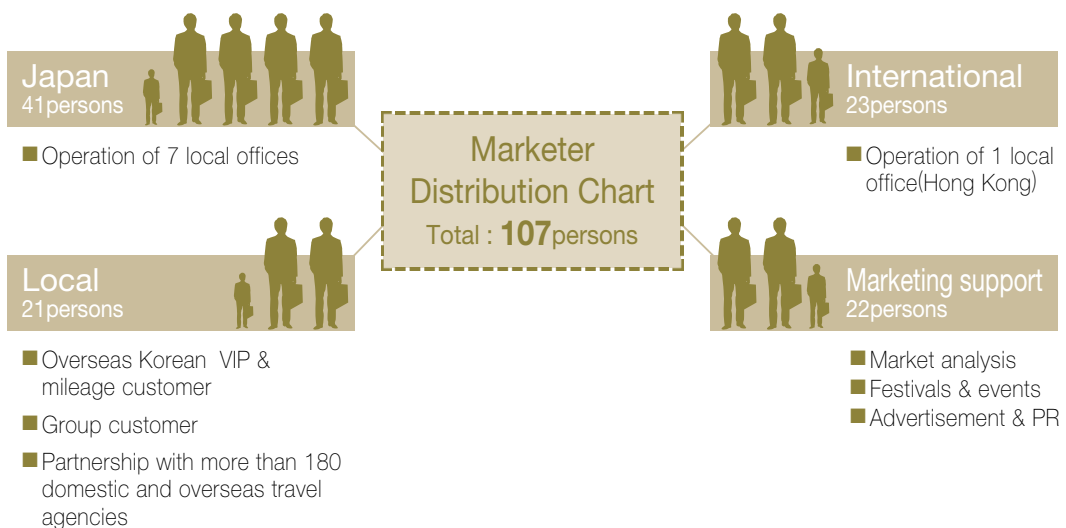


## Location

Geographically Favorable : Main customers from Japan and China

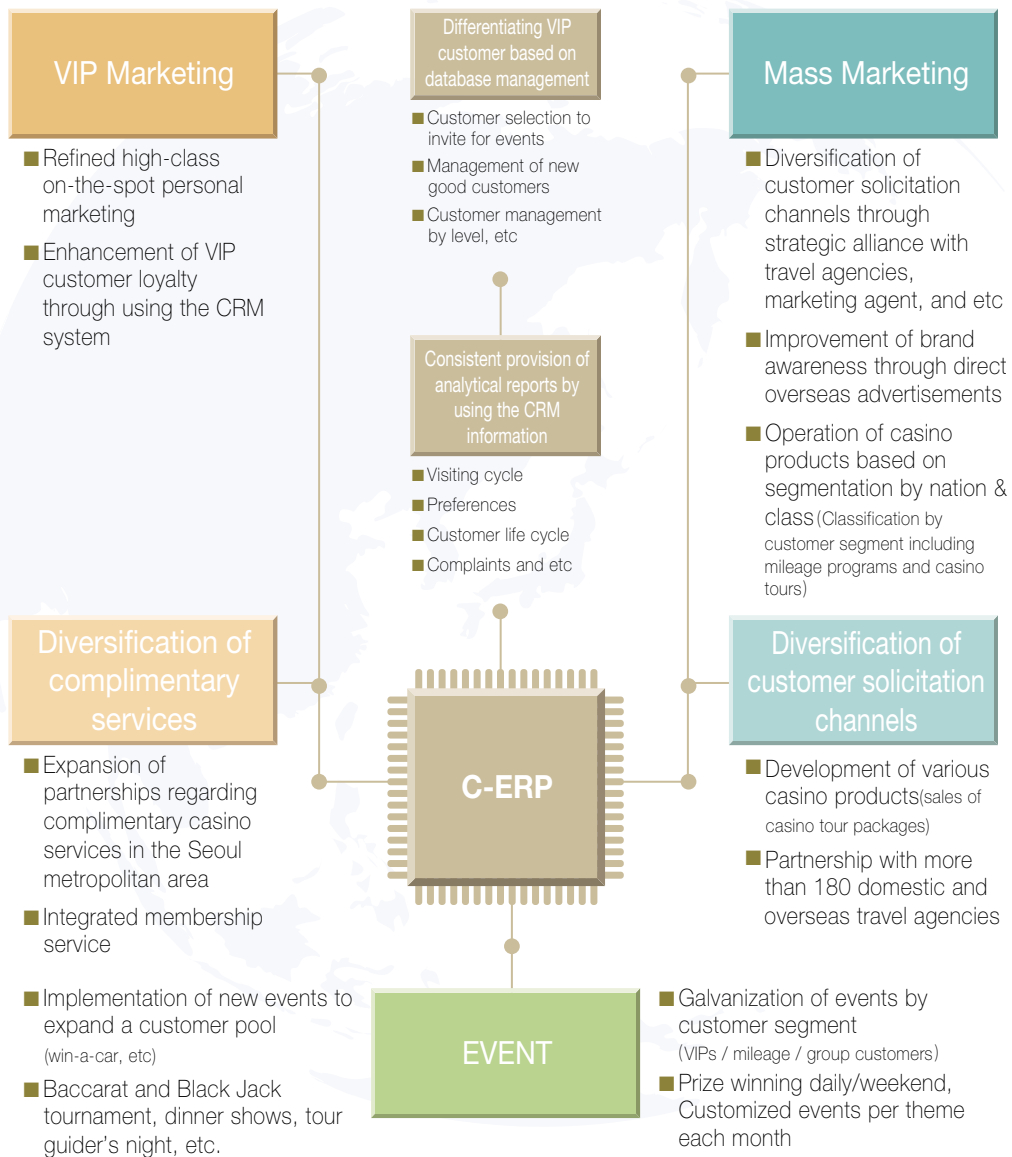
### Nearby Major Cities

- Generally, 4 hour flight distance (radius of 3,000 Km) for customers is regarded as the competitive location.
- 43 major cities with over 1 Mil population within a radius of 3,000 Km (including 18 cities with over 5 Mil. population)



## Refined Marketing

### Refined high-class on-the-spot personal marketing



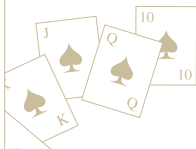


## Efficient Gaming Floor Operation

Ongoing R&D, Introducing New Games, Building up IT Infra

### Enhancing customer service quality and operating various games

- Apply SQI (Service Quality Index) co-developed with Korea Management Association Consulting



Enhanced customer service ▶



### Improvement of the operating environment (remodeling)

- Remodeling to create a pleasant and sophisticated gaming atmosphere (Renewal Open in Jan. 12<sup>th</sup>, 2006)



◀ Luxurious gaming interior



CMS ▶



◀ F2 Horse Racing Game



### Operation of the CMS (Casino Management System)

- Establishment of IT infrastructure for game tables
  - Ability to identify customer status and performance on a real-time basis
  - Video recording of games (interface with surveillance)
- Customer evaluation concerning game performance by using systematic customer cards
  - Primary information to provide complimentary services based on customer's contribution
  - Grant point services to slotmachine gamers. (SMS : Slot Management System)

### Introducing new games, Diversification of game options

- Introduction of easy games with a high turnover
  - Introducing Casino War / F2 Horse Racing Game
- Customer-oriented diversification of options
  - Enhancing customer satisfaction
- Introduction of the Slot Machine System (SMS)
  - Systematic customer evaluation based on total mileage
- Paradise Mega Jackpot (WAP)
  - Alignment with related casino operators (securing a competitive advantage)

## Excellent Human Resources

Best quality human resources and training program in Korea

### Efficient Personnel Management

- **Skilled Manpower** : Retention period : 10 Years (Man : 12 Years, Woman : 7 Years)
- **Labor Satisfaction** : Favorable working conditions and highest compensation in the industry
- Introduction of a systematic career development program (CDP) and a program to nurture next-generation core human resources

### Own Training Facilities

- Opened '**Paradise Casino Academy**' to cultivate and maintain professional manpower
- Completion of the course by 367 persons (dealers) in total since its opening in January 2001



Service Training

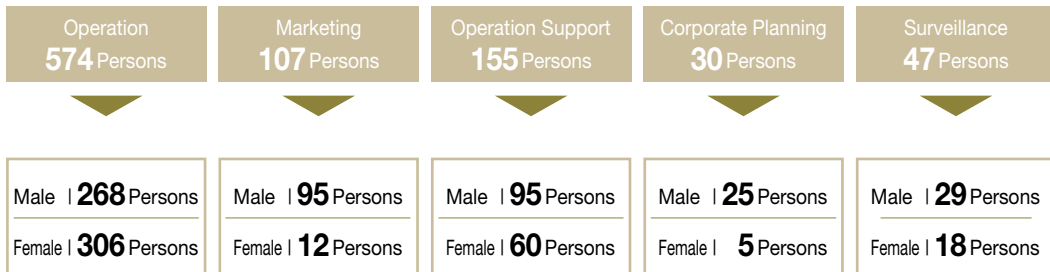


Language Instruction



Dealer Training

Total Personnel | **913** Persons  
(as of December 31, 2005)



※ Excluding employees at Sam Cheong Gak Branch